

Note: k (Mrs. William K. Kidd)) AIR MAIL SPECIAL DELIVERY

Bond Issue

August 13, 1963

Dear Tom:

Hope you, Myrtle and the children are having a ball. Don't let this message occupy too much of your time.

Mrs. Kidd would like the names of three Boca Raton women who could be counted on to work along with two faculty wives in spearheading the drive here. She is evidently making similar appointments in all communities. We are not sufficiently familiar, and thought perhaps you and Myrtle would give us some names of women who could be counted on. Mrs. Kidd said she would like this by Monday, August 19.

Attached is a list of the material we hope to have for the press kits. Hendrix has taken on most of these responsibilities, because he feels he can work them out best through Tallahassee.

I had my first meeting with Mr. Sanson yesterday and submitted the draft of a brochure. I am seeing him again in the morning.

Keep your fingers crossed for me.

Best regards from all to all.

Adelaide R. Snyder

ARS:alw

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August 13, 1963

Mr. John W. Egerton
Editor, News Bureau
University of South Florida
Tampa, Florida

Dear John:

Attached is a run down of the items for the press kit. If you think of anything else, please let me know. I surely hope Hendrix gets the cooperation he needs because he is carrying the biggest load here.

Took a draft of a brochure in to Mr. Sanson yesterday and I am meeting with him again tomorrow morning. Keep your fingers crossed.

Will keep in touch.

Best regards,

Adelaide

ARS:alw

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August 13, 1963

Mr. Hendrix Chandler
Asst. for Program Development
State Board of Control
Tallahassee, Florida

Dear Hendrix:

Enclosed is a list of the items we discussed for the press kit. I have checked them out with John, Hoke and Dr. Griffin. You have really taken on the burden of these items. You know I will be willing to help in any area where you call on me.

I have had my first meeting with Mr. Sanson and gave him a draft of a brochure ~~from~~ which we can use as a starting point. ~~Am~~ meeting with him again tomorrow morning.

Alw
Keep in touch as I know you will.

Kindest regards,

Adelaide R. Snyder
Director

ARS:alw

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August 13, 1963

Mr. Don Shoemaker
Editor, Miami Herald
#1 Herald Square
Miami, Florida

Dear Mr. Shoemaker:

Upon instructions from Mr. Tom Fleming, I have begun to coordinate the accumulation of material for press kits for the September 7th Tampa kick-off. Attached you will find a list of materials we hope to have available. I will appreciate your reaction and any suggestions you may have as to other items which ought to be included. Mr. Fleming asked me to find out from you how many of these press kits we should plan on having.

I know how grateful Mr. Fleming is for your support of this program and for the personal effort you will be making to insure the success of the Tampa kick-off so I will take the liberty of checking our procedure with you. All you need to do is let me know if there is anything additional I can do. If you want to see me on any phase of this, I will be happy to come to your office at your convenience.

Sincerely yours,

Adelaide R. Snyder
Director

ARS:alw

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August 13, 1963

Mr. W. H. Kerns
Director, Office of Information Services
University of Florida
Gainesville, Florida

Dear Hoke:

Attached is a run down of the items for the press kit. If you think of anything else, please let me know. I surely hope Hendrix gets the cooperation he needs because he is carrying the biggest load here. I appreciate things you have promised.

Met with president of the Boca Raton Junior Chamber of Commerce. He is Robert Agnew. I am sure it will be alright, however, he asked me to attend their August 20th meeting to present the matter to the group and he will try to urge a resolution of support.

I take it from Mr. Adam's letter, of which you forwarded ^{a copy} that we are all plugging for Issue No. 2.

I will be in touch.

Sincerely,

Adelaide R. Snyder
Director

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August 13, 1963

Dr. John A. Griffin
Director, University Relations
Florida State University
Tallahassee, Florida

Dear Dr. Griffin:

Thank you so much for your courtesies in our telephone conversation of last Friday.

I have enclosed a list of the items we hope to be able to include in the press kits. We are most grateful for the items that you will be sending to us and please feel free to make any suggestions, or to have members of your staff kick this around and give us any ideas.

Best regards to Pat and Mr. Leigh and yourself.

ARS:alw

Adelaide R. Snyder
Director

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Preparation of required number of Press Kits for
distribution at the Kickoff Meeting set for the
Floridian Hotel in Tampa, September 7, 1963.

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|---|---|
| 1. Pocket type folder suitably marked with 5 W's. | Snyder |
| 2. Biographical story on Tom Fleming with picture. | Snyder |
| 3. Brief stories and pictures of honorary chairmen. | Chandler |
| 4. Brief stories on district chairmen. | Chandler |
| 5. Brief story on Mrs. Kidd and picture. | Chandler |
| 6. Straight facts story on bond issue - news style. | Egerton |
| 7. One-page statement from each university president
on items included for his campus and most compelling
supporting information. | UF - Kerns
USF - Egerton
FSU - Griffin
FAU - Snyder
FAMU - Chandler |
| 8. One-page statement from each junior college president
same as above. | Chandler |
| 9. One-page statement from Drs. Culpepper and Wattenbarger. | Chandler |
| 10. List of organizations which have already endorsed issue
including supporting statement from each or copy of resolution. | Chandler |
| 11. One-page outline of the county structure which will be set
up in each county under the district chairmen. | Chandler |
| 12. Population explosion article. | Griffin |
| 13. Pre-prints of Florida alumnus supplement, if available. | Kerns |
| 14. Statements from Governor, Cabinet members, legislative
leaders. | Chandler |
| 15. Statement of support from FEA president. | Snyder |
| 16. Spot announcements for radio and TV in 10, 30, 60 second
lengths. | Egerton |
| 17. At least two visuals for TV slides. | Snyder |
| 18. Editorial cartoon. | Opel |
| 19. Brochure which will be available for mass distribution. | Snyder |
| 20. Copies of 3 B/C documents on bond issue. | Chandler |



PIEDMONT HOTEL

450 rooms • terrace lounge • oak room
Atlanta 3, Georgia

your
hotel
in atlanta

Aug. 16, 1963

Dear Adelaide:

I got your letter on the way to Atlanta —
where we are "furniture shopping" for our
new house, — for one day.

The "Press Kit" plans sound very good —
and complete. There are two things we
should keep in mind in all presentation
— or two themes, let's say — that is —
impressions we must convey. 1st it is
an across the board, Bi-Partisan effort —
from all walks of Florida life are supporting
this (2) People seem to confuse Bonds with
taxes — and therefore there are no new taxes
involved

PIEDMONT HOTEL

450 rooms 450 baths • Atlanta 3, Georgia

your
hotel
in atlanta

all this is old stuff to you - so I hesitate
to repeat. By the way, in my personal
background information they left out the thing
of which I am most proud and that is I
head the First Bank & Trust Co - the first Bank in
the Nation to devote each year 1% of Net Income
before taxes to Higher Education. This is a matter
of Policy with our Bank - and to those who
may criticize "I put my money where my
mouth is!"

For Alvin Kidd in Boca Raton I'd suggest

^{500 N. E. 4th St.}
Mrs. ^{Chester J.} Mary Kubick, very interested & helpful in Past,
^{969 SW 9 Ave.}
Mrs. Sylvia (Ruskey) Wecker - a hard worker
^{433 N. E. 9th St.}
One Republican lady like Mrs. Howard McCall - or get
other suggestion from Republican former Mayor
^{614 N. W. 12th St.}
John Brandt. Mrs. Donald Reed ???
Tell Hendrix Chandler I could meet him in Atlanta
Best Regards & Best of luck
anytime -
completely air conditioned
Lou

Sunday Night -

Dear Adelaide:

Am enclosing an interesting clipping from today's Atlanta paper.

How much did Florida get in June - and how much in July compared to California. Show this to Stanton - he may have an idea where to get the answer.

These are precious days. I am now enjoying with my wife and children. I want to come home to minute? must be this - but not a minute before.

I may give you a call & catch up on developments. We are having fun trying to buy furniture for our house.

Best regards.

Tom

SPECIAL DELIVERY

August 19, 1963

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Dear Tom:

Will drop you this note though I expect we will be talking even before you get it. Hendrix said that so far Jimmy Kynes had not firmed up any of the honorary chairmen but he is going to stick right with him tomorrow and see if he can get that accomplished.

I spoke with Mr. Moore at the American National Bank and he said that they will not be out of the offices until the middle of September. He did not offer any encouragement beyond saying that if they moved ~~they were going to move~~ in time, They would be glad to let us use the space. In view of this I am going to get a P.O. Box in Fort Lauderdale and use that as our mailing address. Hendrix and I think it is better to wait with a telephone and not try to put a telephone number on the Brochure. In case we have not talked and any of this is against your judgment, please call me. I know that your interest in all of this is probably distracting from one hundred per cent relaxation. Such is life.

Love to Myrtle and family.

Regards,

From the desk of

Adelaide Snyder

October 11, 1963

Dear Tom:

Hope this proves satisfactory. We know you will do well for the cause. Ed could not have brought this to you since he was already in Miami when we talked.

Let me know how everything goes on Monday.

Regards

Adelaide

October 11, 1963

MEMORANDUM TO: TF

FROM: ARS

Let's assume that all of these men will want to:

1. Further their own image
2. Only go out "so far" on the limb
3. Want to reflect a national responsibility - not just a Florida view.

We can then deduce that they will want to:

1. Do much (at least 50%) of the talking
2. Have the best lines - be the ones that know.
3. Not discuss those portions of the bill which lead to controversy.

Therefore - you should ask them the questions

- you should not get into specifics of the Amendment like revenue sources or alternatives or safeguards
- you should let them stress the importance of the nation of education

necesssity of great universities in order to attract federal grants

necessity of junior colleges to train and develop skills

necessity of vocational schools to prevent unemployment and to retrain the labor force for new kinds of skills.

They should stress urgency on national scene and in Florida.

And you tie it up by urging a yes vote on November 5 for College Building Amendment.